

46. (Amended) The system of claim 45 wherein the linear relationship relates purchasers made by the panelists from the supplier of interest to purchases made by the panelists from the other suppliers.

47. (Amended) The system of claim 45 wherein the estimating means estimates the purchases by the customers from the other suppliers based upon the purchases by the customers from the supplier of interest and upon the linear relationship.

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48. (Amended) The system of claim 43 wherein the analyzing means comprises means for determining a linear relationship between purchasers made by the panelists from the supplier of interest and purchases made by the panelists from the other suppliers.

49. (Amended) The system of claim 48 wherein the estimating means estimates the purchases by the customers from the other suppliers by plugging the purchases by the customers from the supplier of interest into upon the linear relationship.
